

Find out about the Best Kept Secret in the Beauty Industry...

JOHN AMICO DISCOVERY KIT

Specially Designed to Help Boost Your Business



ONLY \$99

Over \$400 Value

* One time only offer for NEW John Amico members

Included in the Discovery Kit are products* that you can share with your clients, share with another stylist, or take home from the salon to try yourself!

BiovitaShine Crème Color – Our exclusive BiovitaShine color from Italy uses the best ingredients and the latest technology to produce the safest color available today. It strengthens the hair with keratin, protects the hair with Argan oil and moisturizes the scalp and hair with shea butter WITHOUT ammonia, PPD or resorcinol. Enjoy a sampling of 3 of our most popular shades – 5N Light Brown, 6N Dark Blonde and 7N Medium Blonde – and experience this natural hair color for yourself.

Hydro Enzyme Developer 20 Volume – Hydro Enzyme Developer leaves the hair with true color, less fading, no side effects (cuticle burn), better shine and better coverage, all in less time. This is the first complex of its type to enrich and enhance haircoloring procedures. (Also available in Gentle Deposit and 10, 30 and 40 volumes.)

Elevate 7 Ultra Blue Bleach – This product is a state-of-the-art high-performance lightener with a soft, creamy consistency. Its clay-based formula adheres strongly to the hair shaft and lifts up to 7 levels, giving superb, clean bright results. Perfect for balayage and ombrés!

Biological Minerals & Natural Oils (10-pack) – This oil is an instant reconstructing and deep conditioning treatment made exclusively for John Amico in Italy which locks in color and will not revert relaxed hair.

VitaShine Shampoo – This sulfate-free shampoo adds moisture to color-treated hair and helps hair retain shine, even after applying color.

VitaShine Conditioner – Companion to the Shampoo, this weightless formula rehydrates chemically-treated hair and maximizes shine, while minimizing static and maximizing color retention.

Chlorimed Shampoo – This clarifying shampoo gently removes build-up due to hair spray, styling and conditioner waxes, chlorine, salt, minerals and medications. We recommend using this shampoo prior to all color and chemical treatments.

Curling Iron Texturizer (CIT) – This light hair spray works great for styling with irons and hot curlers and can be used on either wet or dry hair.

Comeback Shampoo – One of our most-requested shampoos, it increases blood circulation to the scalp, strengthens the follicle and stimulates regrowth of hair.

Botanical Silk Hair Spray – Our top-selling hair spray provides the perfect hold and is perfect for all hair types!

Express Yourself Hair Spray – Our firmest holding pump spray, this water-soluble hair spray will not leave hair sticky or dull.

Texture Crème – This styling aid adds maximum body while allowing for molding, separation and styling; also creates volume on wet hair and texture on dry hair.

** John Amico reserves the right to substitute product of equal or greater value, if required.*

The John Amico Discovery Kit also includes:

- John Amico Professional Haircare apron to be worn proudly behind the chair
- 250 Personalized Prescription Haircare cards at www.johnamico.com
- John Amico Product Catalogs for Professional Service and Retail Products
- a FREE Personalized John Amico website at www.johnamico.com/your-site
- 30 Days FREE Salon Software (www.johnamicosalonsoftware.com)
- 1 Year FREE John Amico Haircare Mobile App for iPhone or Android

Our mission has remained the same for over 50 years:

*Through our Products, Culture and Opportunity,
John Amico Professional Haircare
strives to enrich the lives of professionals.*

Get your Discovery Kit today | 1-800-676-5264 | www.johnamico.com/stylist/

SALON PROFESSIONALS:

Discover the Best Kept Secret in the Beauty Industry!



At John Amico, we pride ourselves on being a family-owned professional haircare company dedicated to supporting salon owners and stylists with non-diverted products for over 50 years. As a member of the John Amico family, you can enjoy:

Salon Exclusive Professional Haircare Products

Clients must return to you or your personal John Amico website for repeat purchases!

Direct to Salon / Diversion Free

We sell to professional salons only, eliminating the middleman. You will never find our products in grocery stores, drug stores or big box retailers.

Continuing Education

You will have access to seminars, in-salon education, webinars, training videos, CEUs and more!

Residual Income & Freedom

Earn income when you're not behind the chair by sharing your love for John Amico products with other professionals – you can earn a percentage of their purchases.

Higher Profit Margins

You can earn more than 100% profit margin on retail sales of John Amico products!

Incentive Trips

When you reach sales goals, you can treat yourself to an educational vacation in the Caribbean every year!

Dedicated Customer Service

A John Amico member coordinator will work directly with you and get to know you and your business needs.

Networking

A family of professionals will answer your questions, share ideas and inspire you!

You can receive all of this and much more in your John Amico Discovery Kit (over \$400 value) for only \$99.

This Kit comes fully packed with 13 full-size and 11 personal size of our best-selling salon exclusive products, including shampoos, conditioners, styling aids, hair sprays, service items and tubes of our exclusive Italian color, BiovitaShine. This collection has been specially selected to introduce you to some of our most-loved products and will help boost your business as a salon professional.

**Ready to get started?
Join the John Amico family today!**



4731 W. 136th Street | Crestwood, IL 60418

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